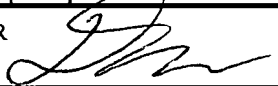


U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				ATTY. DOCKET NO. DEM1P009		SERIAL NO. 10/007,002			
				APPLICANT Neal et al.					
				FILING DATE 11/30/01		GROUP 3629			
U.S. PATENT DOCUMENTS									
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
DR	AA	7,072,848	07/2006	Boyd et al.	—				
DR	AB	5,832,456	11/1998	Fox et al.	—				
DR	AC	2002/0169657	11/2002	Singh et al.	—				
DR	AD	2006/0161504	07/2006	Walser et al.	—				
EXAMINER 				DATE CONSIDERED 11-9-07					
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.									

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				ATTY. DOCKET NO. DEM1P009		SERIAL NO. 10/007,002			
				APPLICANT Neal et al.					
				FILING DATE 11/30/01		GROUP 3629			
U.S. PATENT DOCUMENTS									
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
<i>MR</i>	AA	7,062,447	06/13/06	Valentine et al.	<i>---</i>				
<i>MR</i>	AB	2004/0243432	12/02/04	Kelly et al.	<i>---</i>				
<i>MR</i>	AC	2005/0108070	05/19/05	Kelly et al.	<i>---</i>				
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>									
<i>MR</i>	CA	Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33.197-205.							
EXAMINER <i>[Signature]</i>				DATE CONSIDERED <i>11/9/07</i>					
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.									

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P009	SERIAL NO. 10/007,002
	APPLICANT Neal et al.	
	FILING DATE 11/30/01	GROUP 3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
DR	7,249,033	07/24/07	Close et al.			
	7,249,032	07/24/07	Close et al.			
	7,249,031	07/24/07	Close et al.			
	7,240,019	07/03/07	Delurgio et al.			
	7,130,811	10/31/06	Delurgio et al.			
	7,092,918	08/15/06	Delurgio et al.			
	7,092,896	08/15/06	Delurgio et al.			
	6,553,352	04/22/03	Delurgio et al.			
	6,009,415	12/28/99	Shurling et al.			
	5,902,351	05/11/99	Streit et al.			
DR	4,916,443	04/10/90	Barrett et al.			

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
DR	WO 00/705560	11/23/00	Ren et al.				
DR	WO 97/46950	12/11/97	Karaev et al.				
DR	WO 00/70519	11/23/00	Falic et al.				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

DR	"Supplementary European Search Report", Application No. 02719197.2-2221 dated February 2, 2007.
DR	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only).
DR	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56.

EXAMINER

DATE CONSIDERED

11/9/07

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.